



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

Interactive Digital Media

Conceptualization Program 2026-2027

Application Guide – Dialogue Application Form
& appendices

This guide includes tips to help you complete the Dialogue online application form for this program.

Prior to submitting your application, you should be familiar with the CMF's IDM Core Guidelines, with the Guidelines specific to this program, and with the Business Policies (Appendix B) and Reference Documents. These documents can be found in the **Guidelines** section of the selected program on the CMF program page: <https://cmf-fmc.ca/our-programs/>

You must also consult the **List of Required Documents** and complete the **forms** to be attached to your application. These documents can be found under the **Application Documents** tab in the **Application Resources** section of the selected program.

Please consult the **Guides** that will help you complete your application and navigate through Dialogue. They can be found under the "**GUIDES**" tab on the CMF website: the Corporate Information Guide, the Application Guide, the Dialogue User Guide, the PERSONA-ID Guide, and the Electronic Signature Guide.

In Dialogue, fill in all the requested information and upload all the required documents to your application.

- To save and continue later, click on **SAVE** at the bottom of the page.
- To retrieve a saved application form that has not yet been submitted, click on **Tasks** then on **Complete Application** | **Compléter la demande**.

The Statement box must be checked to submit your application.

Please note that applicants will not receive an acknowledgement letter (complete and / or incomplete) from the CMF | Telefilm Canada program administrator. Missing information may be requested as needed.

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The following pages contain a copy of the application form. Please pay attention to the framed tips and the Appendices that follow.

Thank you for reading this guide. Please keep in mind that the Dialogue application form for this program may be updated from time to time, and not all sections are identical to what you see below.

For inquiries about the application process, CMF Guidelines and Business Policies and / or the status of your application, please contact our Coordination team at cmf.fmc.coordination@telefilm.ca.

Complete Application

IMPORTANT: This application will be deleted if not submitted within 60 days from the date it was started.

Summary

Program CMF IDM - Conceptualization

Application Year

Need help? Please review our Guide

▼ Applicant

Select Applicant Company

--Select--

Correspondence Language

--Select--

Are you applying on behalf of a company to be incorporated?

--Select--

Answer YES **only** if a new company will be created by the Applicant Company if the project is selected for financing.

Do the Applicant, the Co-Applicant and/or their parent company have a director or shareholder that is not a Canadian citizen or a director or shareholder that has been a permanent resident for more than 4 years?

--Select--

Does this Project meet the definition of a Regional Project as set out in the CMF Guidelines?

--Select--

▼ Canadian Co-Applicant(s) (if applicable)

Co-Applicant	Contract Signatory Name	Email for Official Notifications	% of Rights	
If applicable, please add the details of the Canadian company co-owning the rights to the project (the Canadian co-applicant), and their percentage of rights held under the co-production agreement. If you have subcontractors, please do not include their names here.				
Add				

▼ International Coproduction

Is this an international coproduction?

☐ Yes ☐ No

If your project is an international co-production, indicate YES. Make sure you meet the requirements of the **Framework for International Digital Media Coproduction**, available on the CMF's website.

▼ Previous Application(s)

Has the Project been submitted for Pre-application Consultation?

--Select--

Has the Project previously been submitted to CMF?

--Select--

Participation in a Pre-application consultation is not required in Conceptualization but recommended. If you had a Pre-application consultation, select "Yes" and entered your Pre-application consultation number.

▼ Project

Title

Requested Amount (CAD)

Previous Title (if applicable)

The amount requested must correspond to a maximum of 75% of eligible expenses, or \$15,000, whichever is less. **Please refer to the IDM Content Programs Core Guidelines and to the Guidelines specific to this program.**

Language

Description (2000 characters or less)

By selecting English- French, the project must be available in both languages in its exploitation phase.

For more information on Content Type, please consult the **Interactive Digital Media Definitions** document available on the CMF website.

Content Type:

Website URL:
For example, <http://www>.

Target Audience:

Please indicate any of the following that you plan to undertake in the course of your Project.

The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of Projects. Select all that apply.

Materials to be delivered at the Final Costs stage for this Application

List the deliverables you will submit at the end of this stage of the project. For example: concept approach, market study, etc.

Does this Project include or reflect storylines, main characters or subject matter related to one or more of the following?

This question is for statistical and analytical purposes only. The definitions of Indigenous Peoples in Canada and Equity-Deserving Communities are found in Appendix A.

The Applicant (and including on behalf of all Co-Applicant(s), if applicable) hereby attests the following regarding the Project requesting CMF funding under this Application:

The Project DOES NOT contain elements of excessive violence, hate propaganda, sexual violence, sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code.

☐ Agree ☐ Do not agree

The Project IS NOT libellous or in any other way unlawful.

☐ Agree ☐ Do not agree

The Project IS IN compliance with all applicable privacy and other laws and regulations.

☐ Agree ☐ Do not agree

The Government of Canada has advised the CMF to suspend all activity involving the participation of Russian or Belarusian state organizations or their official representatives. This includes program partnerships, direct and indirect financing of tours, productions, participation in festivals or other events involving the Russian or Belarusian governments.

Does the Project requesting CMF funding under this Application have any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations?

☐ Yes ☐ No

Additionally, the Applicant (and including on behalf of all Co-Applicant(s), if applicable) is required to notify the CMF immediately if and when any changes to the Project, at any time in the future, result in the Project having any involvement with or connection to any Russian or Belarusian state organizations and/or officials, partners or artists that are currently or have ever been connected to or involved with Russian or Belarusian state organizations.

▼ Contacts

Contact Type	Name (last name, first name)	Email	Phone Number
Enter contact names. Please note that only members and administrators registered in the Applicant Organization will be contacted via the platform.			

▼ Key Personnel

The Key Personnel to be indicated here correspond **only to the positions highlighted in green in the budget.**

For each key position occupied in the budget, select the same one from the drop-down menu. Then enter the PERSONA-ID number and the name the person occupying the selected key role, and then select their citizenship from the drop-down menu.

Add

▼ Financial Structure

See **Appendix 1** below.

The amount of the financial structure must be equal to the total amount of the Summary of Budget/Final Costs below, and to the Summary of Excel budget to be submitted in the Required Documents. Click on "Add" to indicate all sources of funding for this stage of the project.

Source	Type			
Canada Media Fund	Advance	<input checked="" type="checkbox"/>		0.00
Total			0.00	
Add				

▼ Budget/Final Costs

Dated

mm/dd/yyyy

Please use the program-specific budget template available on the CMF website. Please carefully read the notes on the budget template.

Enter the same date as on the completed Excel budget.

Category	Budget - Canada (CAD)
A - Producer	
B - Team Labour Expenses	
C - Administration	
D - Contingency	
Total	0.00

The financial structure and the budget must include all project expenses for this stage. Enter the summary of the completed Excel estimate, which is also to be submitted in the Required Documents section.

▼ Schedule

Click on "Add" to add milestones to the calendar according to the instructions in **Appendix 2** below.

Item	Date	Description
No items available		
Add		

▼ Required Documents

Visit the Programs page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Document	Website URL	Description	Type
Please read the program's List of Required Documents carefully, including the helpful hints "How to name documents". Click on "Add" and upload each required document separately. The system will not provide a warning if a required document is not submitted.			
Add			

Statement

Statement
<input type="checkbox"/> By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.

CANCEL

SUBMIT

SAVE

Appendix 1 – Financial Structure

The amount requested to the CMF for the proposed project appears on the first line. This amount matches the Requested Amount (CAD) entered above.

Select the country for each of the funding sources entered. If your project is not an international co-production, enter Canada for all sources. If your project is a co-production, select the country for each co-producing country's funding sources. Please note that international co-productions must comply with the [Framework for International Digital Media Co-Production](#) available on CMF's website.

Select the type of funding sources from the dropdown list. If you cannot find the type of funding source in the list, it might be that it is an ineligible type of funding. Ineligible types of funding include, but are not limited to: credit margin or loan, sweat equity, work done for free or volunteer work, services, future revenues, and deferred salaries.

Tick the checkbox in the "Confirmed" column if the funding source is indeed confirmed. If the funding source is pending, do not tick the checkbox.

Click on "Add" to add your other funding sources for the project.

The total financial structure must match exactly the total amount of the budget submitted in the Required Documents section.

Appendix 2 – Schedule

Click on "Add" to add milestones to the schedule according to the following instructions:

Enter one line for "Conceptualization", enter the start date of the Conceptualization phase and in the Description field, indicate that this is the start date.

Enter a second line for "Conceptualization", enter the end date of the Conceptualization phase and in the Description field, indicate that this is the end date.

Start and end dates should correspond to the period covered by the budget.